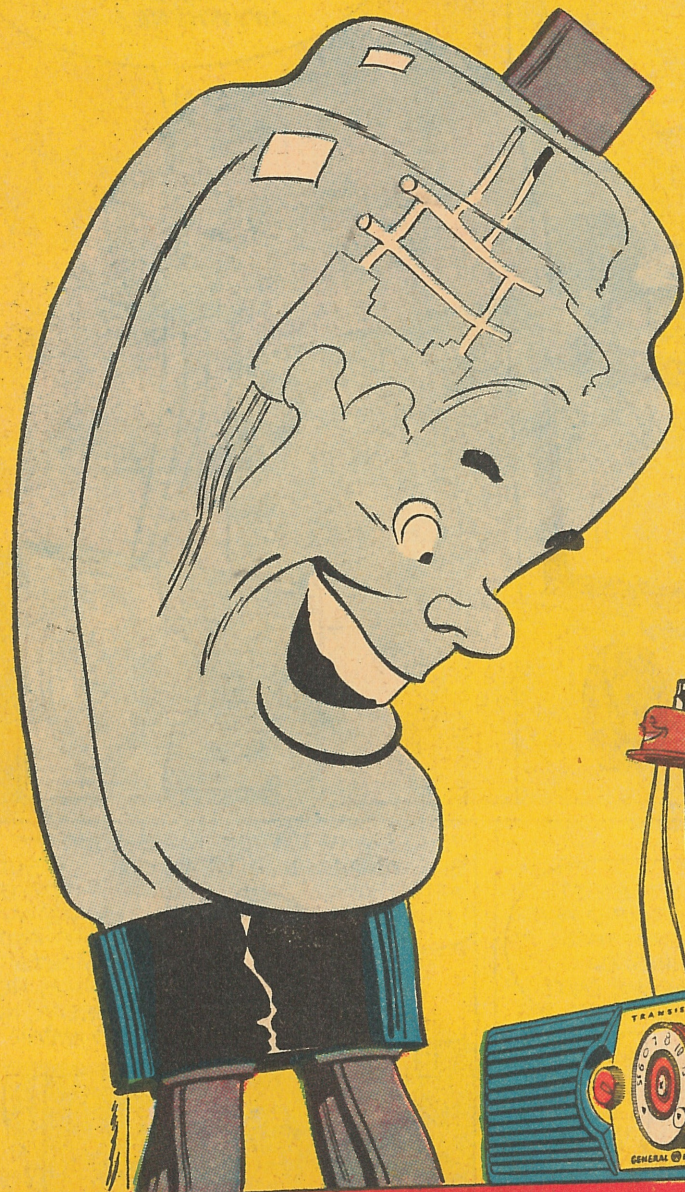


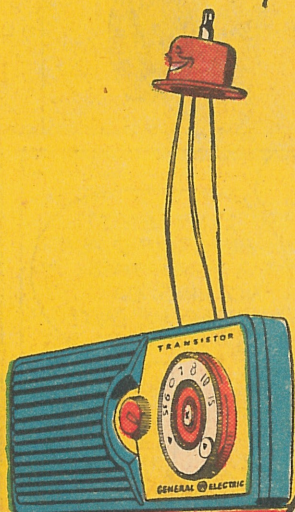
PRUGH

The LITTLEST GIANT



FOR A LITTLE FELLOW
YOU SURE ARE
SOMETHING!

I MAY BE SMALL
BUT I PACK A
LOT OF POWER.



"TRANSISTORS... MIGHTY MITES OF ELECTRONICS!"





SO A LITTLE CHARACTER LIKE YOU IS GOING TO CHANGE THE ENTIRE ELECTRONICS INDUSTRY?

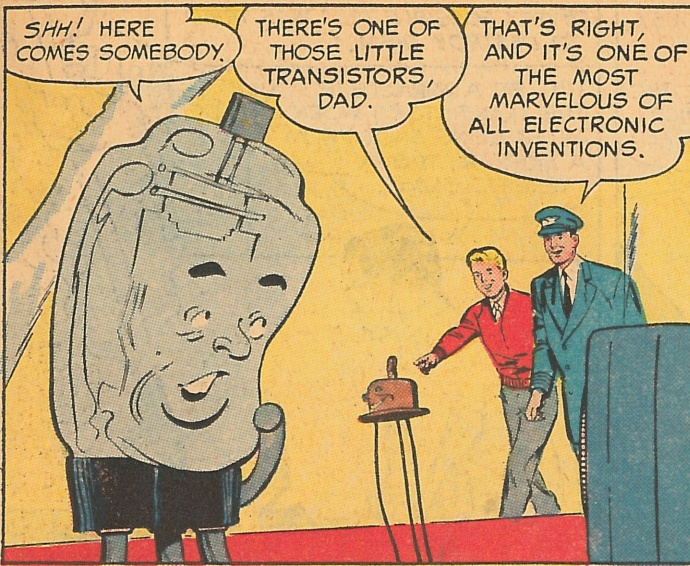
THAT'S RIGHT! LOOK WHAT I'M DOING FOR PORTABLE RADIOS. MY GENERAL ELECTRIC ALL-TRANSISTOR SET IS SMALL, LIGHT, COMPACT. WHY, IT CAN BE CARRIED IN A POCKET... **ANYWHERE!**

OKAY... TAKE IT EASY, TAKE IT EASY. IF YOU WANT TO LAST.

I'LL LAST. I'LL BE AROUND FOR A LONG TIME. NOTHING CAN WEAR ME OUT!

WHAT? WHY I'M TEN TIMES YOUR SIZE AND EVEN **I** WEAR OUT AFTER A WHILE.

SURE YOU DO, BUT YOU'RE MADE OF GLASS AND HAVE FILAMENTS. I'M ALL MUSCLE, NOTHING TO BREAK, NOTHING TO WEAR OUT.



SHH! HERE COMES SOMEBODY.

THERE'S ONE OF THOSE LITTLE TRANSISTORS, DAD.

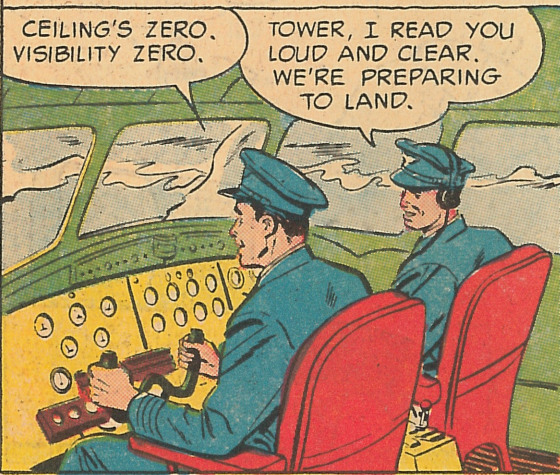
THAT'S RIGHT, AND IT'S ONE OF THE MOST MARVELOUS OF ALL ELECTRONIC INVENTIONS.



LISTEN TO THE PILOT. HE KNOWS ALL ABOUT ME.

WHY, WHEN I'M FLYING, THE LIVES OF MY PASSENGERS AND CREW DEPEND ON THAT STURDY LITTLE FELLOW.

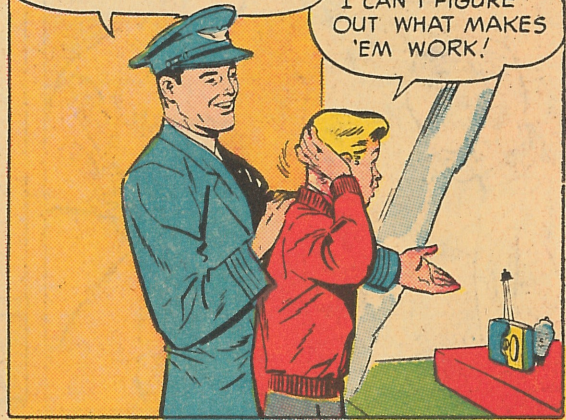
"TRANSISTORS ARE BEING BUILT INTO THE NEWEST, AND BEST COMMUNICATION DEVICES. NEW USES ARE FOUND FOR THEM EVERY DAY."



CEILING'S ZERO. VISIBILITY ZERO.

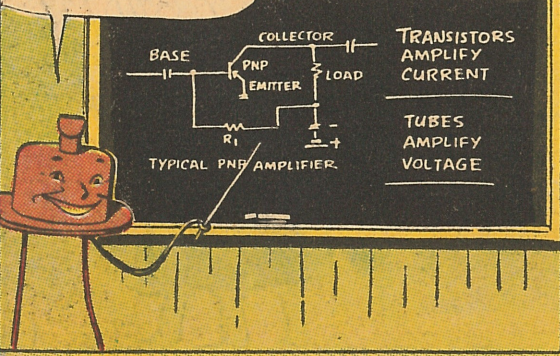
TOWER, I READ YOU LOUD AND CLEAR. WE'RE PREPARING TO LAND.

THAT'S NOT ALL. TRANSISTORS HAVE MANY OTHER USES IN HEARING AIDS, COMPUTING MACHINES, REMOTE CONTROL, AND INNUMERABLE INDUSTRIAL, MEDICAL AND MILITARY DEVICES.



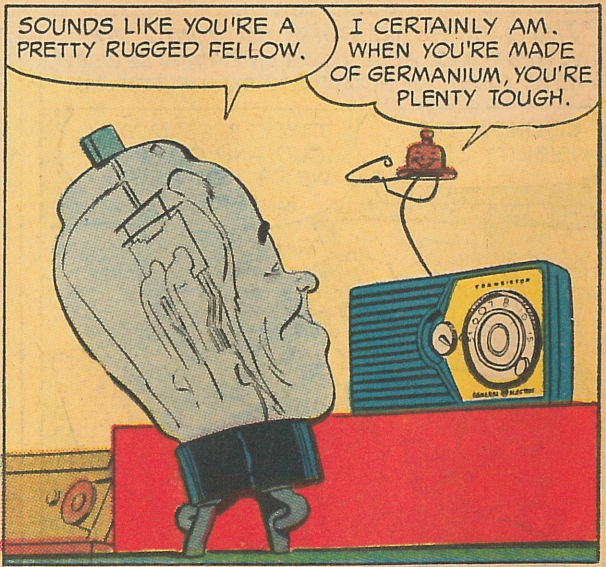
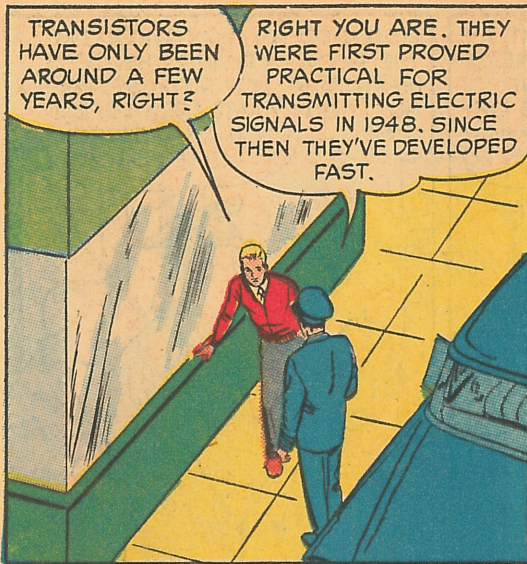
I CAN'T FIGURE OUT WHAT MAKES 'EM WORK!

WELL - TRANSISTORS ARE SOLID DEVICES, UNLIKE VACUUM TUBES. A REMARKABLE METAL CALLED GERMANIUM DOES THE JOB. THE TRANSISTOR AMPLIFIES CURRENT BY ADDING ELECTRONS AS ELECTRICITY FLOWS THROUGH ITS GERMANIUM CRYSTAL. THERE ARE NO FILAMENTS TO BURN OUT, NO GLASS TO BREAK.

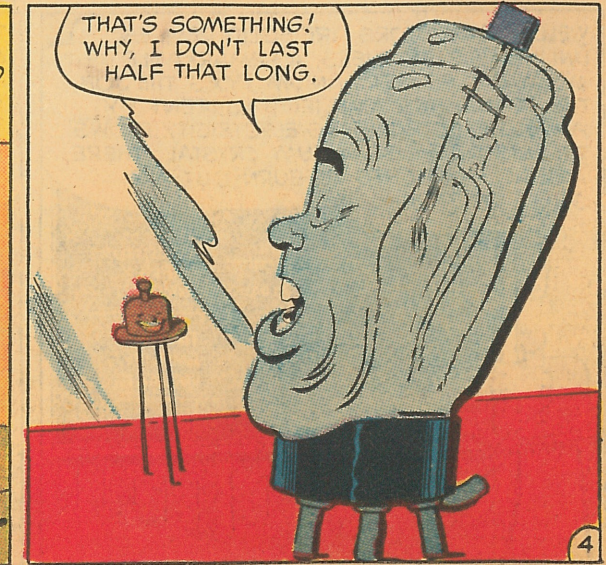


THE BATTERY IN THE GENERAL ELECTRIC ALL-TRANSISTOR SET STARTS ELECTRONS MOVING THROUGH MINUTE OPENINGS IN THE GERMANIUM... THEY PICK UP MORE ELECTRONS AS THEY GO ALONG. THIS PROVIDES THE POWER TO MAKE THE RADIO PLAY.





"TORTURE TESTS ON TRANSISTORS WERE BEGUN OVER TWO YEARS AGO. GENERAL ELECTRIC ENGINEERS HAVE RUN OVER 18,000 HOURS OF STEADY PLAYING WITHOUT TRANSISTOR FAILURE."



I READ ABOUT OTHER EXPERIMENTS THAT SHOW TRANSISTORS CAN BE OPERATED AT THE BOILING POINT ... 212 DEGREES FAHRENHEIT, AND CAN BE STORED AT 275 DEGREES.

SOUNDS LIKE YOU'VE BEEN STUDYING UP!

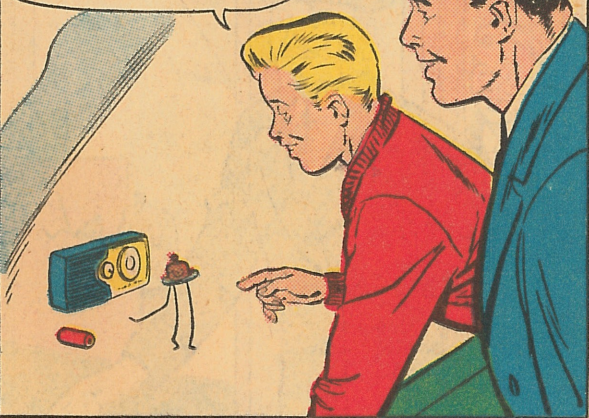
AND, DAD, BESIDES BEING TINY AND LASTING SO LONG, KNOW WHAT OTHER ADVANTAGES THERE ARE TO TRANSISTOR RADIOS?

OKAY, YOU TELL ME.



TRANSISTORS WORK ON MUCH LESS POWER THAN VACUUM TUBES. THIS CUTS DOWN THE SIZE AND WEIGHT OF BATTERIES.

YOU'RE RIGHT AGAIN, AND, BEST OF ALL, THE BATTERIES LAST MUCH LONGER, AND YOU SAVE MONEY AS WELL AS TIME ON BATTERY REPLACEMENTS. WHAT'S MORE, YOU CAN USE LESS EXPENSIVE FLASHLIGHT BATTERIES IN MANY OF THEM.

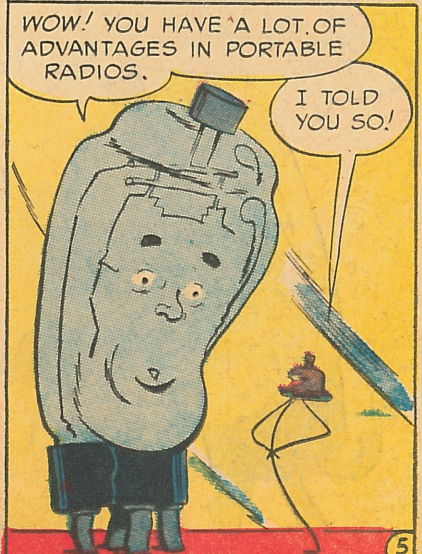
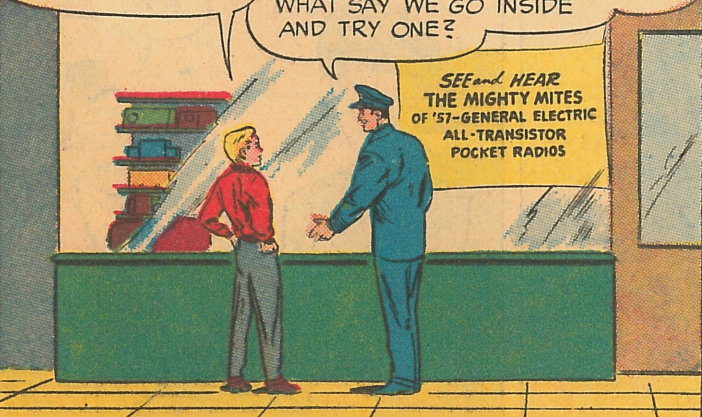


BUT DO YOU SUPPOSE TRANSISTOR RADIOS GIVE AS GOOD TONE AND VOLUME AS THE LARGER ONES?

WELL, EVERYTHING ELSE BEING EQUAL, YOU DON'T HAVE TO WORRY ABOUT FADING OR DISTORTION WITH TRANSISTORS AS YOU DO WHEN VACUUM TUBES BEGIN TO WEAKEN. WHAT SAY WE GO INSIDE AND TRY ONE?

WOW! YOU HAVE A LOT OF ADVANTAGES IN PORTABLE RADIOS.

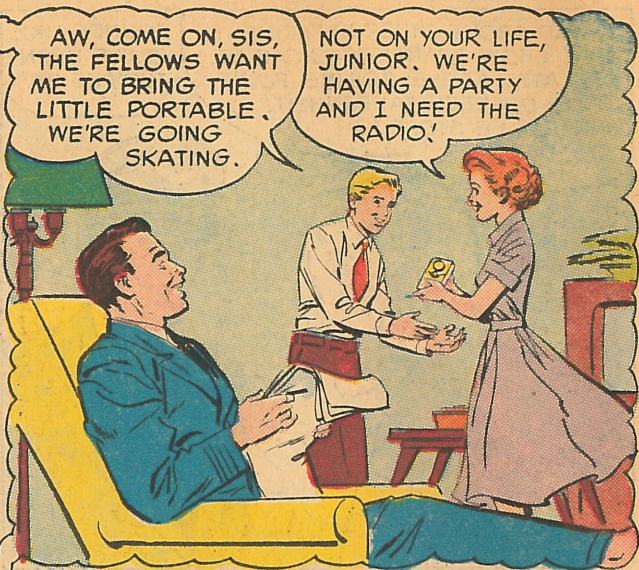
I TOLD YOU SO!





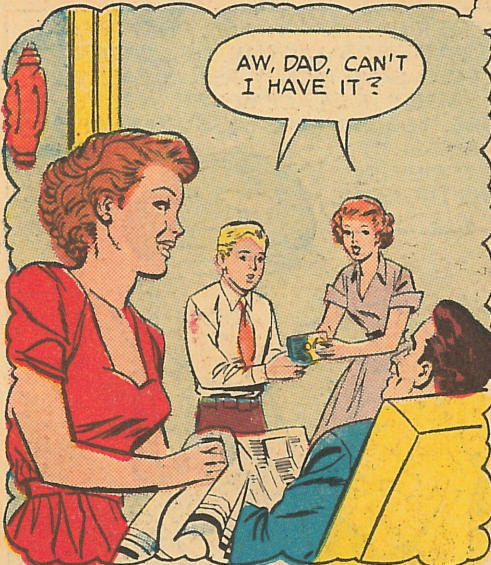
BOY, I CAN SEE MYSELF TAKING THAT LITTLE TRANSISTOR SET ON A PICNIC WITH THE GANG OR TO A BALL GAME OR OUT TO THE BEACH!

HMMM... AND I CAN JUST IMAGINE WHAT THAT'LL MEAN.

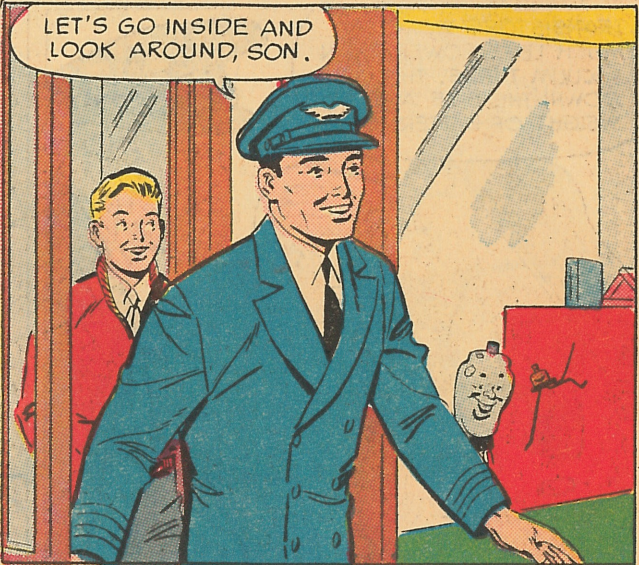


AW, COME ON, SIS, THE FELLOWS WANT ME TO BRING THE LITTLE PORTABLE. WE'RE GOING SKATING.

NOT ON YOUR LIFE, JUNIOR. WE'RE HAVING A PARTY AND I NEED THE RADIO!



AW, DAD, CAN'T I HAVE IT?



LET'S GO INSIDE AND LOOK AROUND, SON.



LOOKS LIKE YOU'VE GOT ANOTHER CUSTOMER, FRIEND.

YES, I'M GETTING PRETTY POPULAR, I'LL ADMIT.

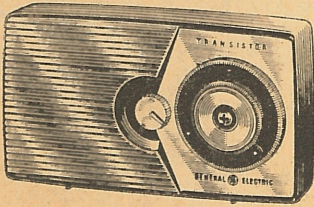


THIS IS THE ONE YOUR MOTHER WILL LIKE. NOW LET'S LOOK AT THE OTHER MODELS TO SEE WHAT YOU AND SIS CAN USE.

OH BOY!

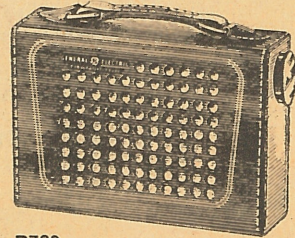
GENERAL ELECTRIC

ALL-TRANSISTOR PORTABLE RADIOS



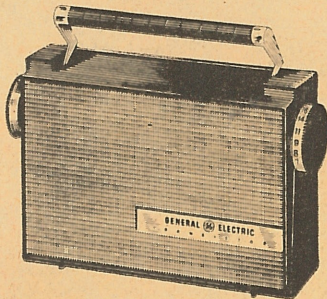
MODEL P710

- Pocket size: 6 $\frac{3}{8}$ " long; 3 $\frac{1}{2}$ " high; 1 $\frac{5}{8}$ " thin.
- Lightweight—approximately 16 oz. *including* batteries.
- Four powerful transistors plus one crystal diode.
- Earphone jack for private listening.
- Approximately 400 intermittent hours of normal play on one set of mercury batteries; 100-200 hours on inexpensive pen-light cells.
- Choice of two colors at no extra cost.



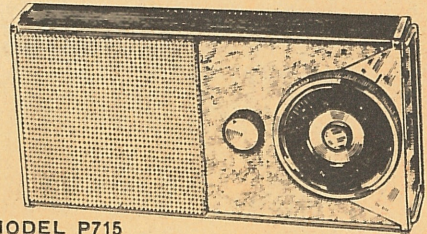
MODEL P720

- An all-transistor portable in genuine top-grain cowhide.
- Six powerful transistors plus two crystal diodes—no tubes.
- Full 4" speaker with Alnico 5 magnet.
- Earphone jack for private listening.
- Approximately 400-600 intermittent hours of play on one set of low-cost D size flashlight batteries.
- Choice of two colors at no extra cost.



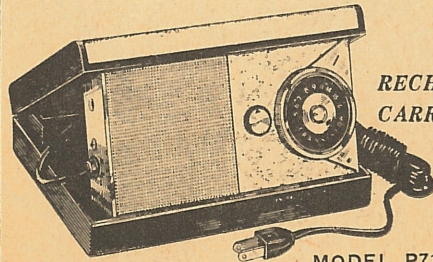
MODEL P725

- Deluxe styling—top performance!
- Six powerful transistors plus two crystal diodes—no tubes.
- Full 4" speaker with Alnico 5 magnet.
- Earphone jack for private listening.
- Approximately 400-600 intermittent hours of play on one set of low-cost D size flashlight batteries.
- Choice of two colors at no extra cost.



MODEL P715

- An all-transistor pocket radio that plays on either low-cost pen-light batteries, long-life mercury cells—or rechargeable batteries good for 10,000 hours of average use!
- Shatterproof, rustproof, chipproof jewelry-finished extruded aluminum cabinet anodized in pale gold.
- Six powerful transistors plus one crystal diode.
- 6 $\frac{3}{4}$ " long; 3 $\frac{1}{2}$ " high; 1 $\frac{3}{8}$ " thin.
- Lightweight: approximately 20 ounces with batteries.
- Earphone jack for private listening.
- Choice of two color combinations at no extra cost.

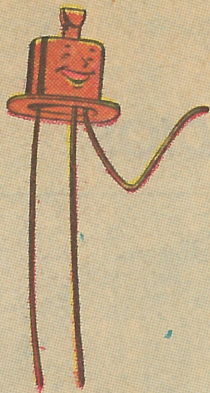


MODEL P715C

High Impact Polystyrene Plastic Cabinets of General Electric Portable Radios are Unbreakable in Normal Use.

90-day Warranty on Parts and Labor—Full One-Year Warranty on Portable Radio Cabinets.

Model P715 with Recharger Carry Case and rechargeable batteries. Plugs into any AC house outlet to recharge batteries overnight. Batteries may be recharged over and over again, year after year, for a total of 10,000 hours of average use!



Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

Pub. No. 50-856

Printed in U.S.A.

Feature Publications, Inc., New York